



ORDER

Flight Dates **06/13/12-06/22/12**

Contract / Revision **300225 /**

Original Date / Revision
06/11/12 06/14/12

Advertiser **Flake / Republican / US Sen:**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Flake for Senate

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **613622**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	50	\$36,465.00	\$42,900.00	0.00	05/28/12	06/22/12	50	\$36,465.00	\$42,900.00
Totals	50	\$36,465.00	\$42,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	06/14/12	06/15/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	--- 11--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/11/12	06/17/12	--- 11--			2		\$350.00		0.00				
N 2	KNXV	06/19/12	06/19/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- 1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	- 1-----			1		\$350.00		0.00				
N 3	KNXV	06/15/12	06/15/12		CM	1pm-2pm	---- 1--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00



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Print Date: 08/03/12

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Contract / Revision **300225** Flight Dates **06/13/12-06/22/12**

Hiatus Dates

Original Date / Revision 06/11/12/ 06/14/12

Order Sep 00:20:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **613622**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 1pm-2pm The Revolution											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	----1--					1	\$350.00		0.00			
N 4	KNXV	06/13/12	06/14/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	--11---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	--11---					2	\$600.00		0.00			
N 5	KNXV	06/21/12	06/21/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	---1---					1	\$600.00		0.00			
N 6	KNXV	06/21/12	06/21/12	M-F 3p-330pm NOW	CM	3pm-330pm	---1---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	---1---					1	\$600.00		0.00			
N 7	KNXV	06/13/12	06/13/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	--1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	--1----					1	\$1,000.00		0.00			
N 8	KNXV	06/20/12	06/20/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	--1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	--1----					1	\$1,000.00		0.00			
N 9	KNXV	06/13/12	06/15/12	M-F 5-6am M-F 5-6am	CM	5am-6am	--111--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	--111--					3	\$250.00		0.00			
N 10	KNXV	06/18/12	06/22/12	M-F 5-6am M-F 5-6am	CM	5am-6am	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	11111--					5	\$250.00		0.00			
N 11	KNXV	06/13/12	06/15/12	M-F 6-7am M-F 6-7am	CM	6am-7am	--1-1--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	--1-1--					2	\$650.00		0.00			
N 12	KNXV	06/18/12	06/21/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1-11---	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	1-11---					3	\$650.00		0.00			
N 13	KNXV	06/13/12	06/15/12	M-F 7-9am M-F 7-9am	CM	7am-9am	--111--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	--111--					3	\$650.00		0.00			
N 14	KNXV	06/19/12	06/22/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-11-1--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	-11-1--					3	\$650.00		0.00			
N 15	KNXV	06/17/12	06/17/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	-11-1--					3	\$650.00		0.00			



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Contract / Revision **300225** Flight Dates **06/13/12-06/22/12**

Hiatus Dates

Original Date / Revision 06/11/12/ 06/14/12

Order Sep 00:20:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **613622**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	KNXV	06/17/12	06/17/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	-----S					1	\$400.00		0.00			
N16	KNXV	06/13/12	06/13/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	--1----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	--1----					1	\$1,200.00		0.00			
N17	KNXV	06/19/12	06/21/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-1-1---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/18/12	06/24/12	-1-1---					2	\$1,200.00		0.00			
N18	KNXV	06/13/12	06/13/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--1----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	--1----					1	\$2,000.00		0.00			
N19	KNXV	06/18/12	06/22/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/18/12	06/24/12	1-1-1--					3	\$2,000.00		0.00			
N20	KNXV	06/15/12	06/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	----1--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----1--					1	\$2,000.00		0.00			
N21	KNXV	06/20/12	06/22/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	--1-1--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/18/12	06/24/12	--1-1--					2	\$2,000.00		0.00			
N22	KNXV	06/16/12	06/16/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	-----S-					1	\$1,500.00		0.00			
N23	KNXV	06/17/12	06/17/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	-----S					1	\$1,500.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	KNXV	06/11/12-06/17/12	Su 5pm News		5pm-530pm		-----Su	:30	(\$1,500.00)	0.00	NM		
		See MG 23.2													
		[program change MJ 6/11]													
		2	KNXV	06/17/12-06/17/12	SU 4pm-430pm		4pm-430pm		-----Su	:30	\$1,500.00	0.00	NM		
		Ⓜ MG for 23.1 06/17													
N24	KNXV	06/16/12	06/16/12	SA 1035pm-1105pm Motion	CM	1035pm-1105pm	-----S-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	-----S-					1	\$150.00		0.00			
N25	KNXV	06/13/12	06/15/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	--111--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	--111--					3	\$800.00		0.00			
N26	KNXV	06/18/12	06/21/12		CM	1035pm-1102pm	11-1---	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00



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**KNXV-TV
PHOENIX**Contract / Revision **300225** Flight Dates **06/13/12-06/22/12**Hiatus DatesOriginal Date / Revision 06/11/12/ 06/14/12Order Sep 00:20:00Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**Estimate # **613622**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
M-F 1035pm-1102pm																
Nightline																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	11- 1- - -					3	\$800.00		0.00				
N27	KNXV	06/16/12	06/16/12	SA 10-1035pm	CM	10pm-1035pm	- - - - - S-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00	
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		06/11/12	06/17/12	- - - - - S-					1	\$2,000.00		0.00				
*Tax 1 Note: Tax 0.5%.														Totals	50	\$42,900.00

*Tax 1 Note: Tax 0.5%.